



Downtown Muskegon Business Improvement District

Meeting Agenda

Nov. 28, 2017

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

- 1) Call to Order
- 2) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the meeting Sept. 26, 2017
 - c) Acceptance of financial statements as of Oct. 31, 2017
- 3) Public Comment (on an agenda item)
- 4) Unfinished Business
 - a) BID renewal process completed. Michigan Tax Tribunal appeals.
 - b) Snow removal contracts completed. Summit Lawn Care/city DPW
 - c) Christmas decorations. Christmas Creations by Bailey
 - d) Midtown snow removal former Mattson Olds lot
 - e) Second Street Christmas decorations
 - f) Electrical bills for Condo Association/Olthoff Stage area
- 5) New Business
 - a) Discussion of expansion of BID services beyond West Western Avenue
 - b) Solicitation of churches and non-profits for a BID contribution
 - c) 2018 BID budget and work plan
 - d) 2018 chairman/vice chairman
 - e) 2018 meeting schedule
- 6) Other Business
 - a) Downtown events update/Holidays in the City (Megan Jones)
 - b) Next meeting is Tuesday Jan. 23, 2018 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI or at the call of the chair.
- 7) Adjournment

To: Business Improvement District Board

From: Dave Alexander, DMN executive director

Date: 11-22-17

Re: Background and comments on 11-28 agenda



I am getting the BID packet to you before Thanksgiving. We are meeting Tuesday Nov. 28 in the Chamber training room, 4 p.m.

Financials: We remain on solid ground with \$62,000 in the bank as of the end of October. Snow removal costs for last month and a half of 2017 are lower for the parking lots/alleys but higher for the sidewalks than we were paying under our old contracts last winter. But remember sidewalks served have increased 22 percent with the expansion of the BID district.

BID renewal: Thanks for all who helped tell the BID story. The city commission has approved your BID renewal recommendation for three years, with the expanded district and the adjusted assessment rates. You are in business through 2020, providing a stable source of funding and the ability to expand services and plan for the future. There might be one or two assessments appealed to the Michigan Tax Tribunal. I will keep you updated.

Snow removal contracts: The letter of understanding with the city and private contract with Summit are in your packet. I feel good about the level of services offered for the next three years and what the BID is paying.

Christmas decorations: Also see the contract from Christmas Creations by Bailey. The BID was able to step up and pay for all of the pole decorations this year. The city took care of Hackley Park, the Farmers Market and Western Market – all through Bailey. The company charges one fee to put up their decorations through mid January, taken them down and store them. It worked very well last year and even looks better this year. The city parks department stepped up and filled the planters this year with greens. We had a quote of \$8,600 by Barry's Flowers to do the same but it wasn't in the budget. There will be a request to put decorations on wires across Western Avenue like the old days. As buildings are built, it will become a point of discussion.

Midtown snow removal: BID has been asked to support snow removal for the businesses along Third Street in Midtown at a seasonal cost of \$2,400. The request comes from the building owners in the block across from the former Mattson's Olds. The owner of the old car lot allows Midtown to park on his property but uses the building for storage and has no need to have the lot plowed. The BID saved \$5,500 on the Western Avenue parking lots with our current Summit contract. I am requesting \$2,400 of that be spent for one year on Midtown, allowing BID to expand services throughout the district. I would re-evaluate the request next winter.

Second Street Christmas decorations: As Bailey was putting up pole wraps on Western at Second, the manager of Boar's Belly asked if a half dozen polls on Second south of Western could be wrapped and lighted this year because of construction all around. I said the BID would pay \$300 of the \$600 cost but there are funds in the budget to cover all \$600.

Electrical bills for Third Street promenade: The condo association asks that we pick up \$1,361 in electrical bills for the Olthoff Stage area. The BID had discussed using 2017 streetscape funds up to \$1,500 for that purpose.

BID beyond Western: For those at any of the city commission meetings on BID renewal, you know this was a familiar theme. I would like a policy discussion to see how the BID could respond.

Non-profit/church solicitation: Likewise, it was suggested that the BID in early 2018 request churches and non-profits (governments?) to contribute at a \$0.01 rate per square foot. I can determine such voluntary payments working with city planning staff and then send out the solicitation letter on behalf of the BID board. I would like some discussion on this suggestion.

2018 budget and work plan: I have adjusted the budget to reflect the latest 2018 assessment revenues of \$172,636. This is compared to about \$113,000 in revenue in 2017 but a budget of \$150,000 based upon 2016 fund balance. The proposed 2018 budget is based upon the general spending categories and levels unanimously approved by the BID this past summer as part of the renewal recommendation.

BID board: I suggest that at this meeting or the first of 2018 you vote for a chairman and a vice chairman for the year. Also, if the BID board continues to meet the fourth Tuesday of every other month at 4 p.m. in the chamber training room the proposed 2018 meeting schedule is attached.

Holidays in the City: Please join Santa and the Mayor for our Community Christmas Tree lighting Saturday Nov. 25 in Hackley Park, 5:30-7:30 p.m. Megan will update you on the expanded Holiday in the City this year.

Downtown Muskegon Business Improvement District

Meeting Minutes

Sept. 26, 2017

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:04 PM

Attendance:

Doug Pollock (Chairman), Clyde Whitehouse, Mike Hennessy, John Riegler, Gary Post and Bruce Lindstrom.

Excused Absent(s): Phyllis Watson-Laudermill, Bob Tarrant and Frank Peterson.

Guests: Dave Alexander, Downtown Muskegon Now director; David Burlingame, representing BID assessment payers and Dennis Lohman, Northwest Industrial Supply.

2) Consent Agenda

- a) Approval of Agenda, minutes July 25, 2017, and acceptance of the financial statements as of Aug. 31, 2017,

Motion: Bruce Lindstrom
Support: Clyde Whitehouse
Vote: All voted in favor

- ### 3) Public Comment (on an agenda item) – Representing unnamed BID assessment payers,
- David Burlingame of Burlingame Administrative Services LLC brought up newly introduced legislation in Lansing, House Bill 4871. He said, if passed, the bill could restrict BID extensions to a minimum of seven years. BID board members and staff had no knowledge of the proposed legislation. Dave Alexander said he would research the issue as the BID renewal goes before the Muskegon City Commission.

The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

4) Unfinished Business

- a) The Muskegon City Commission had public hearing scheduled Sept. 26 and Oct. 24 to consider a recommendation from the BID board for a three-year renewal of the special assessment district with certain modifications. Alexander briefed the commissioners at their September work session.

The points of the recommendation include: a three-year renewal 2018-2020, BID district boundaries slightly increased east and south as per attached map, the word "automotive" removed from Category B in the BID Bylaws (accomplished with a vote April 25, 2017), Category A lands assessed at \$0.08 per square foot and capped at \$4,000 and B lands \$0.04 per square foot and capped at \$2,000 and assessments being paid as part of the winter property tax bills.

5) New Business

- a) Dave Alexander shared the three-year RFQ sent out to local snow removal companies for downtown parking lot and alleyway services. The BID board express support but took no action.
- b) Likewise, Dave Alexander shared with the BID board a new three-year agreement with the city of Muskegon Department of Public Works for sidewalk snow removal for the next three years. Alexander showed and expanded service area to correspond with the proposed increase in district boundaries. BID board members suggested the annual price be increased the same percentage as the increase in the amount of sidewalks cleared. Any agreement cannot be made until after city commission BID renewal final action on Oct. 24. The BID board expressed support but no action taken.
- c) Dave Alexander updated the BID board on the Issues Media Group On the Group journalism project and the Watch Muskegon downtown billboards in Kent and Ottawa counties. The BID marketing and events paid \$5,000 for each of these efforts.
- d) Megan Jones was unavailable to discuss fall and Christmas event plans but Dave Alexander reminded BID board members of an Oct. 3 downtown event gathering to discuss this past summer season.

6) Old Business

- a) Dave Alexander distributed a fall downtown construction map and update showing nine downtown projects underway with a 10th expected to begin soon and another redevelopment in a demolition stage.
- b) Next meeting of the BID is Tuesday Sept. 26, 2017 at 4 p.m. in the chamber training room, 380 W. Western Ave., Suite 202, Muskegon, MI or at the call of the chair.

7) Adjournment

4:55 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

11/01/2017 09:00 AM

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON

Page: 1/1

User: beth.lewis
DB: Muskegon

PERIOD ENDING 10/31/2017

GL NUMBER	DESCRIPTION	2017-18 AMENDED BUDGET	BEG. BALANCE 07/01/2017	ACTIVITY FOR MONTH 10/31/2017	YEAR-TO-DATE THRU 10/31/17	END BALANCE 10/31/2017
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		106,322.23	(10,000.00)	(43,907.91)	62,414.32
297-00000-1251	ACCOUNTS RECEIVABLE		0.00	0.00	0.00	0.00
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE		0.00	0.00	0.00	0.00
TOTAL ASSETS			106,322.23	(10,000.00)	(43,907.91)	62,414.32
Liabilities						
297-00000-2100	ACCOUNTS PAYABLE		925.00	0.00	(925.00)	0.00
TOTAL LIABILITIES			925.00	0.00	(925.00)	0.00
Fund Equity						
297-00000-3400	FUND BALANCE UNRESERVED		15,450.76	0.00	0.00	15,450.76
TOTAL FUND EQUITY			15,450.76	0.00	0.00	15,450.76
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS		0.00	0.00	0.00	0.00
297-00000-4805	CONTRIBUTIONS		0.00	0.00	3,000.00	3,000.00
297-00000-4901	OP. TRANS FROM GENERAL FUND		0.00	0.00	0.00	0.00
297-00000-4970	INTEREST INCOME		0.00	0.00	88.00	88.00
TOTAL REVENUES			0.00	0.00	3,088.00	3,088.00
Expenditures						
297-00000-5300	BUDGETED CONTRACTUAL SERVICES		0.00	0.00	0.00	0.00
297-70803-5201	OFFICE SUPPLIES		0.00	0.00	0.00	0.00
297-70803-5207	POSTAGE		0.00	0.00	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES		0.00	0.00	36,070.91	36,070.91
297-70803-5352	PUBLIC RELATIONS		0.00	0.00	10,000.00	10,000.00
TOTAL EXPENDITURES			0.00	0.00	46,070.91	46,070.91

User: beth.lewis

FROM 297-70803-5201 TO 297-70803-5352

DB: Muskegon

TRANSACTIONS FROM 01/01/2017 TO 10/31/2017

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
297-70803-5346 CONTRACTUAL SERVICES						
Journal AP: Accounts Payable						
108958	01/09/2017	BLUE ICE MELT	37811	297-00000-2100	45.00	
109773	01/24/2017	FEBRUARY PAYMENT PLOWING SERVI	37864	297-00000-2100	2,200.00	
110828	02/07/2017	SALT AND BLUE ICE MELT	37844	297-00000-2100	719.50	
112211	02/28/2017	SALT AND ICE MELT	37933	297-00000-2100	1,626.50	
112212	02/28/2017	SALT AND ICE MELT	37747	297-00000-2100	194.00	
112213	02/28/2017	SEASONAL MONTHLY ISTALLMENT FE	37953	297-00000-2100	2,200.00	
115294	04/11/2017	ICE MELT AND TREATED SALT	38078	297-00000-2100	1,229.50	
118600	05/23/2017	DOWNTOWN MUSKEGON PLANTERS	SUMMER2017	297-00000-2100	7,854.00	
124370	06/30/2017	TREATED SALT	38041	297-00000-2100	925.00	
123080	07/24/2017	WATERING PLANTERS FOR THE SUMM	1000.00	297-00000-2100	1,000.00	
127770	09/25/2017	2017 BUSINESS IMPROVEMENT DIST	2017	297-00000-2100	25,000.00	
127771	09/25/2017	MARKETING EVENT STREETScape LA	2017BID	297-00000-2100	10,070.91	
Journal Totals					53,064.41	0.00
Journal GJ: General Journal						
112561	02/02/2017	TO REIMBURSE THE GF FOR SNOW P	3301	Multiple	16,000.00	
115854	03/31/2017	TO PAY THE CITY FOR SNOW REMOV	3424	Multiple	16,000.00	
121419	06/30/2017	LANDSCAPING - CITY REIMBURSEME	3573	Multiple	13,000.00	
Journal Totals					45,000.00	0.00
Totals for 297-70803-5346					98,064.41	0.00
Balance 01/01/17:				27,503.97		
Net Change:				98,064.41		
Balance 10/31/17:				125,568.38		

297-70803-5352 PUBLIC RELATIONS

Journal AP: Accounts Payable

111016	02/07/2017	CHRISTMAS DECORATIONS DOWNTOWN	161220-01	Multiple	2,500.00	
117341	05/10/2017	ADVERTISING, WEBSITE DESIGN, E	327	297-00000-2100	1,380.01	
117342	05/10/2017	FIRST FRIDAYS SPNSORSHIP	326	297-00000-2100	2,500.00	
129572	10/18/2017	MEDIA GROUP SPONSORSHIP - DOWN	DOWNTOWN17	297-00000-2100	10,000.00	
Journal Totals					16,380.01	0.00
Totals for 297-70803-5352					16,380.01	0.00
Balance 01/01/17:				4,473.60		
Net Change:				16,380.01		
Balance 10/31/17:				20,853.61		



Complete Outdoor Property Management

377 W. McMillan Rd.

Muskegon, MI 49445

Tel: 231-798-2932

Fax: 231-799-8140

info@summitlawncares.net

www.summitlawncares.net

Date: November 10, 2017

To: Dave Alexander

Company: Downtown Muskegon

Billing Address: 380 W. Western Ave

Billing Address

City, State, ZIP: Muskegon MI 49440

Phone: 231-724-3180

Fax:

Email: dalexander@downtownmuskegon.org

Proposal: Snow & Ice Management 2017-20 Season (prices valid for 30 days)

Includes services drives

Service Site: Same

Service Address:

Service Address:

Service City, State, Zip

Site Contact:

Contact Phone:

Contract Start: 11/15/2017

Contract End: 4/15/2020

Snow Plowing 2017/2020 Seasons

Snow season dates: November 15, 2017 - April 15, 2020

Snow and Ice Control Services			
Frequency	Description	Rate	Per
Per event services			
1.5"-2"	Snow plowing and Shovel billed in 5 monthly installments of \$1,110 reach beginning November 1	\$ 5,550.00	Total Seasonal
1.5"-2"	Shovel walks - billed in 5 monthly installments of \$225 beginning November 1	\$ 1,225.00	Total Seasonal
	Parking lot deicing per event	\$ 160.00	Billed Per event
Services by request			
Client approval	Loader for stacking snow or loading truck	\$ 150.00	Hourly
Client approval	50 yard dump truck for hauling snow	\$ 85.00	Hourly

Snow will be plowed at the discretion of Summit Lawn Care & Snow Plowing, Inc. Customer understands that if snowfalls exceed 5" trucks may only plow throughways then return later to clear lots. We will make every effort to have snow removed before business hours; however, this may not be possible if 2" of snow has not fallen before 4 am. When customer agrees to parking lot deicing as needed, deicing will occur at the discretion of Summit Lawn Care & Snow Plowing, Inc. to designated areas when slippery and/or icy conditions warrant, regardless of snowfall totals. If customer elects to have deicing agents applied at their request, customer understands that the service will occur the next time a truck is in the area. If snow stacking or hauling is necessary, the customer will be notified for approval and will be charged at an hourly rate. If diesel or gas prices go over \$4.50 per gallon we may find it necessary to apply a fuel surcharge. Requests to return to clear entrances after city plows may be counted as a full service visit. Snow clearing during extreme snow events of 8" or more in a 12-hour period may count as multiple visits. Salt prices are based on 2015 pre-purchase prices negotiated by Summit Lawn Care & Snow Plowing with suppliers. In the event an unexpected salt shortage occurs due to extreme weather demands or government salt seizure, customer may be notified regarding price increases. In the event that salt prices decrease, customer may be notified of the price decrease.

Billing occurs once a month with an option to be billed twice a month. Payment terms are net 30 days. After 30 days a 10% late fee may be imposed. Any additional services will be performed upon the request of the customer. Option for electronic billing is available. Please call our office 231-798-2932 for additional service requests.

Snow contracts are accepted on a first-come, first-served basis. Availability is limited. A fax copy of the agreement is acceptable.

For multi-year contracts there will be a annual review in which both sides have the opportunity opt out if it is deemed necessary.

Summit Lawn Care & Snow Plowing, Inc.

A Michigan Company

Michael B. Weiler, President

Authorized Signature
on behalf of the Business
Improvement District
Date: 11-10-17





377 W. McMillan Road
Muskegon, MI 49445

Complete Property Management

Fax: 231-799-8140

October 17, 2017

Downtown Muskegon Equipment List:

- For Snow Plowing we will be using pickup truck with a front blade and rear swing wing back blade.
- For Salting we will be using designated salt trucks either a GMC 7500, Ford F-450, or Freightliner.
- For Shoveling we will be using either snow blower or a small ride behind with a snow plow.

Downtown Muskegon Business Improvement District Request for Service Proposals

Date: Oct. 4, 2017

To: Snow Plowing Contractors

From: Downtown Muskegon Business Improvement District

RE: RFP for **NOVEMBER 15, 2017 through APRIL 15, 2020** Parking Lot
Snow Plowing

The Downtown Muskegon Business Improvement District seeks qualified insured firms to prepare and submit proposals for two downtown Muskegon parking areas and associated alley ways.

PURPOSE & OBJECTIVES

The organization is interested in receiving proposals from companies or agencies with the ability and interest in providing the below detailed services. The contract period will be for **three** winter seasons starting Nov. 15, 2017 and terminating on April 15, 2020. Seasonal service is for Nov. 15-April 15 (five months) of each year. Proposals should address how to handle costs for all three years.

Service areas for these winter seasons' contract can be found on the enclosed scope of work map.

Snowplowing services are requested when snowfall accumulation reaches **1.5 inches**. If the snow fall occurs overnight, it's requested that a goal of completing all snow removal occur by 8 a.m. The parking lots should receive priority, followed by the alleys.

The company awarded the contract will need to provide a copy of their insurance certificate to Downtown Muskegon Business Improvement District, being managed by Downtown Muskegon Now.

Proposals should also include a list of equipment that will be used to complete the work.

SCOPE OF WORK

Parking Lots

- Daily Snow Removal (when needed) in public parking lots behind the:
 - o Hines Building (380 W. Western Ave. – enter off of Morris St.)
 - o Russell Block (360 W. Western Ave. – enter off of Morris St.)
 - o Sidock Building (379 W. Western Ave. – enter off of 2nd St.)*(These parking areas are marked in orange on the enclosed map.)*

Alley Areas

- The alley behind Baker College's downtown campus to 1st Street also should be maintained and accessible to both vehicle and foot traffic.
- The alley connecting the above parking areas with Morris Street & 2nd Street should also be maintained. *(These alleys are marked in red on the enclosed map.)*
- The sidewalk abutting the Hines building (northside of building) should also be cleared of snow

Salting

- Salting of the parking lots and alleys should occur when needed*
* Please consult with downtown staff before salting

Downtown Muskegon Business Improvement District Request for Service Proposals

(Continued on the next page)

Snow removal

- As needed, removal of snow piles from parking lots and transport to a "snow dump," which can be found in the downtown area.

DEADLINE FOR PROPOSALS

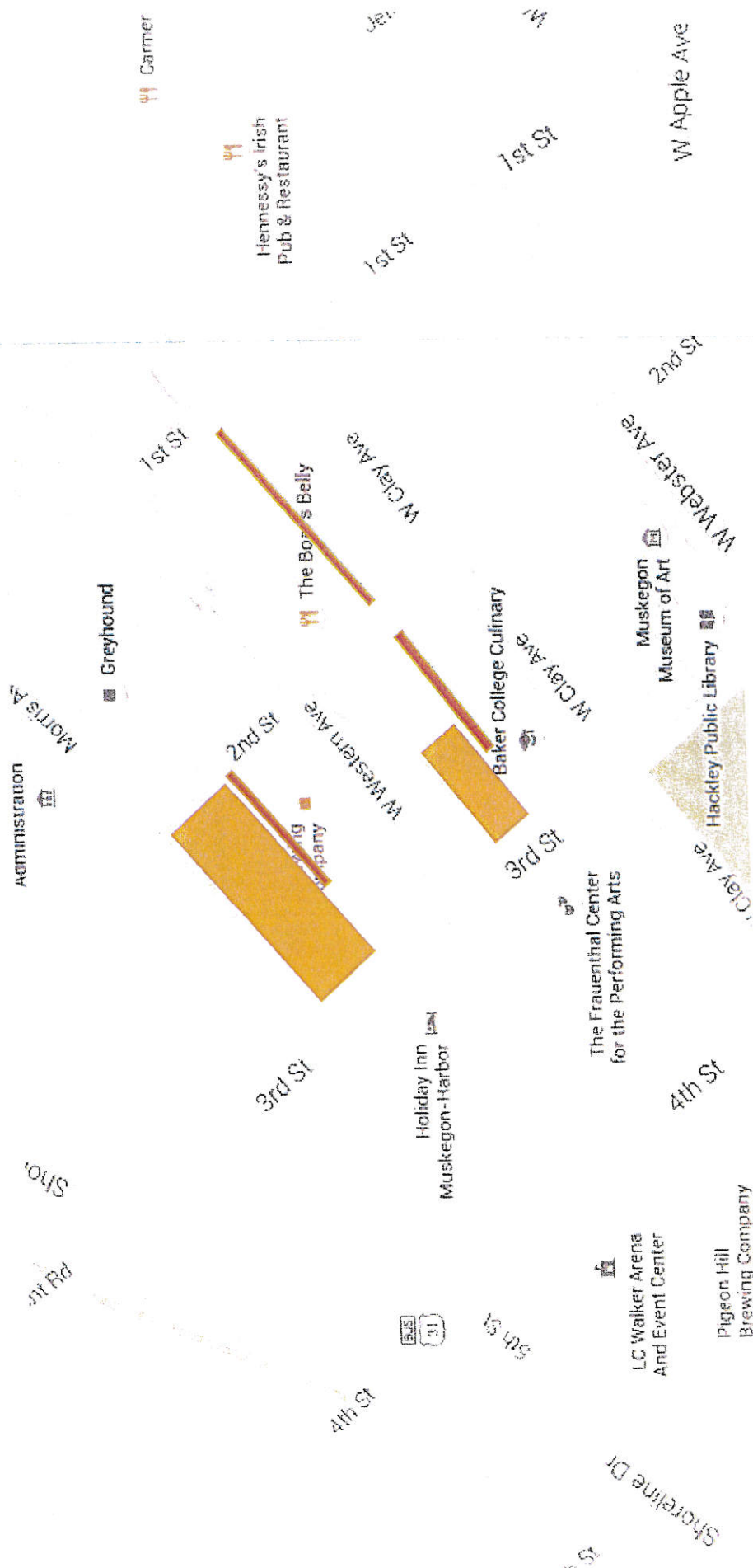
Complete proposals should be received into the Downtown Muskegon Now office by **5 p.m. on Friday October 20, 2017**. Proposals can be emailed to info@downtownmuskegon.org or dropped off in person at 380 W. Western Ave., Suite 202 Muskegon, MI 49440 (c/o Downtown Muskegon Now).

NOTE: The awarding of a contract is dependent upon Muskegon City Commission final approval of the BID renewal on Tuesday Oct. 24, 2017.

QUESTIONS:

Email: dalexander@downtownmuskegon.org – phone conversations can be arranged if needed

(Map Enclosed)



All Color-coded areas are in need of snow removal

Orange Boxes = Parking Lots
Red Lines = Alley

1.5" trigger

Letter of Understanding

City of Muskegon DPW and Muskegon downtown Business Improvement District

This is a Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning the snowplowing of downtown sidewalks for the winter seasons from **Nov. 15, 2017 to April 15, 2020**. City and BID officials will work together to provide superior snow removal services the most efficient, cost-effective way.

For each snow season Nov. 15 to April 15, the BID will pay the city a total of **\$48,750 (\$9,750 per month)** as a retainer to provide the outlined services below for Monday through Saturday. Sunday sidewalk services **for the three years** will be requested on an "as needed" basis and billed by the city for time and materials.

Monthly costs and invoices will be sent to Downtown Muskegon Now as managers of the BID and paid by the city Finance Department with BID funds to the DPW. Muskegon DPW will provide DMN a monthly accounting of the downtown sidewalk activity and expenses, reports that will be shared with BID board members.

Sidewalk snowplowing, salting (as needed) and snow pile removal (as needed) will be provided by the city when fresh snow accumulations are **2 inches or greater** measured at Third Street and West Western Avenue each morning. The goal with overnight snowfalls is to clear the sidewalks by **8 a.m.** the next morning starting along Western Avenue, if possible. The goal on Saturdays is to have the sidewalks on the main streets of Western, Clay, Morris and Third cleared by **8 a.m.** or as needed. Sidewalk snowplowing services provided by the city on Sundays and holidays will result in higher charges due to overtime and will be triggered by downtown needs. Sidewalk snow clearing is more limited on Saturdays-Sundays and holidays as outlined below.

The area of sidewalk snow removal services is shown on the attached maps.

Sidewalk Snow Removal for weekdays (Monday-Friday map)

- W. Western Ave. between 7th Street and **Spring Street**
- W. Clay Ave. between 3rd St. and **Spring Street**.
- Webster Ave from 3rd St. to **Pine St.**
- Morris St between 3rd St. and Terrace St.
- **Apple Avenue from First Street to Jefferson Street.**
- **Muskegon Avenue from First Street to Pine Street**
- 7th Street from W. Western Ave. to W. Clay
- **6th Street from W. Western Ave. to W. Clay Ave.**
- 4th Street between W. Western Ave. & W. Clay Ave

- 3rd Street from the parking lot behind the Hume Building (at Morris) to Merrill Ave.
- 2nd Street between Morris Ave & Webster Ave.
- 1st Street between Morris Ave & W. Apple. Ave.
- Jefferson St. between W. Western Ave & Walton Ave.
- Terrace St. between Shoreline Dr. & W. Muskegon Ave.
- Pine St. between W. Western Ave. & W. Muskegon Ave.
- Spring Street between W. Western Ave. and W. Clay Ave.

Sidewalk Street Crossings

- All efforts should be made to keep sidewalk entrances to streets clear

3rd & W. Western Traffic Circle

- The cross walks in the traffic circle at 3rd and Western should also be cleared

Sidewalk snow removal for Saturdays-Sundays and holidays (weekend map)

- W. Western Ave. from Terrace to 7th St., both sides of the street.
- Morris Avenue, Terrace St. to Third St., both sides of the street.
- Clay Ave. from Third St. to Terrace St., both sides of the street.
- Third St. from Morris Ave. to Merrill Ave., both sides of the street.

Sidewalk Street Crossings

- All efforts should be made to keep sidewalk entrances to streets clear

3rd & W. Western Traffic Circle

- The cross walks in the traffic circle at 3rd and Western should also be cleared

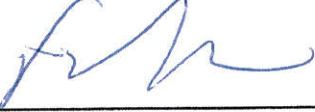
Salting and snow pile removals

- Salting of sidewalks and crosswalk entrances will be done when they are treacherous and weather conditions for salting are favorable.
- Snow pile removal will be done when needed in coordination with piles from street plowing.

City DPW and the BID have the right to review this letter of understanding at the end of each season.

Issues concerning the daily sidewalk snow plowing services will be handled jointly by Dave Alexander, executive director of Downtown Muskegon Now on behalf of the BID or BID board members residing downtown on weekends and holidays and city Public Works Director or a designee.

On behalf of the city Department of Public Works:

 _____ Date: 11.5.17

Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:

 _____ Date: 11/7/17

Doug Pollock, BID board chairman

All Color-coded sidewalks are in need of snow removal

Blue Lines = Sidewalks/crosswalks weekday from 2017-2020

Yellow Lines = Sidewalks/crosswalks weekdays and weekends from 2017-2020

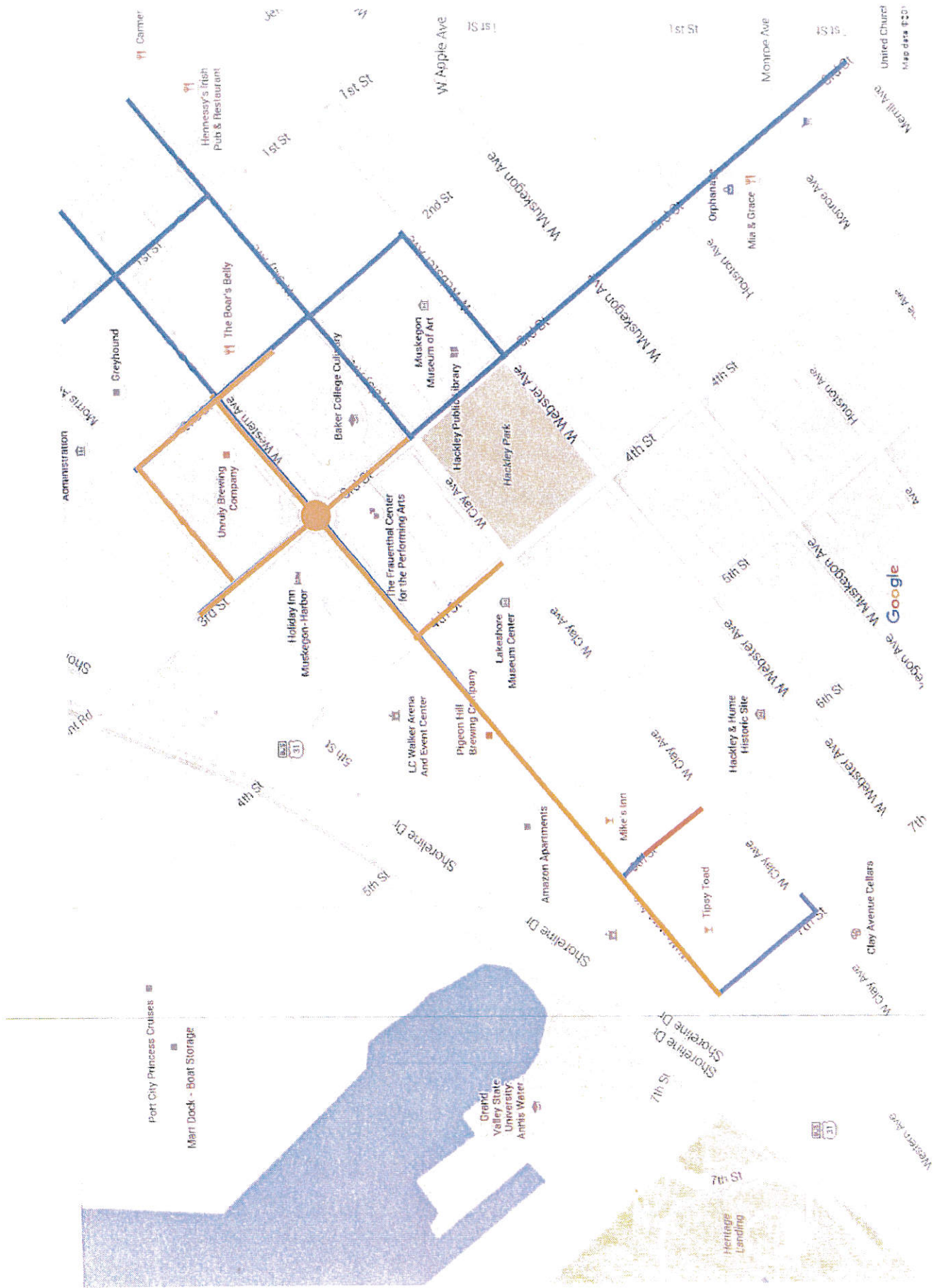
Red Lines = Sidewalks/crosswalks weekdays added for 2017-2020

2" trigger each day

Notes:

- Sidewalk plowing on Third St. between Western and Clay should connect to plowing done by Baker College in front on the CIM
- Crosswalks should be open to the street, and the cross walks within the Traffic Circle at 3rd & Western should also be maintained and kept open.

Please note, the maps have overlap between the two pages - the map is intended to be a reference tool.





CHRISTMAS CREATIONS BY BAILEY

AGREEMENT FOR CHRISTMAS DECORATING SERVICES

For Downtown Muskegon Now and the City of Muskegon on October 26, 2017

OVERVIEW

Christmas Creations by Bailey has been decorating communities across the Northern Midwest for the past forty-three Christmas seasons. In fact, our company was started right in Downtown Muskegon as we decorated the buildings and streets of old Western Avenue, and later the Muskegon Mall. We were delighted to bring the Christmas spirit back to Downtown last year as we decorated the BID district, Farmer's Market and the new houses in Midtown.

Our classical decorations feature fresh, locally grown pine and bright red handcrafted bows. Our goal is to inspire nostalgia amongst the folks visiting Downtown Muskegon this holiday season and get them excited about the renaissance of the area. We want to put people in the Christmas spirit and attract them to the local shops, venues and eateries. We believe this proposal will accomplish just that.

Downtown BID District (Western Ave, Pine St, Third St)

- Wrap 61 light poles along Western Ave with bright red ribbon, fresh pine garland and soft white LED lights
- Wrap 30 poles along Pine St. and Third St. with bright red ribbon and fresh pine garland

Total Cost: \$8,050.00

Terms

- All decorations will be fully installed by November 16, 2017
- All decorations will be removed between January 8, 2018 and January 15, 2018
- Payment due in full within 30 days of completion of installation

Added Benefits

- 15% off per foot price discount for all Downtown businesses
- Promotional media release to spread the word and attract visitors
- Includes continued maintenance to decorations throughout the season

Upon signing, both parties agree to the terms and conditions of this agreement.

Dale Allen 10-26-17
Authorized customer signature Date
DMNEX Director on behalf of
Muskegon downtown Business Improvement District

Christmas Creations by Bailey

Date

Customer billing information

Contact: Dave Alexander, Downtown Muskegon NW

Phone: 231-245-8827

Email: dalexander@downtownmuskegon.org

Billing Address: email please
- P.O. Box 380 W. Western, #202
Muskegon, MI 49440

Proposal valid for up to 30 days from delivery. Total due will be invoiced and due within 30 days of invoice receipt.

DMDC Summary of Electric Payments

	924 3rd Street	387 Morris Ave	380 W. Western	
9/21/16 - 10/20/16	\$24.29	\$61.18	\$22.57	
10/21/16 - 11/22/16	\$24.00	\$68.78	\$22.57	
11/23/16 - 12/26/16	\$22.57	\$72.93	\$22.57	
12/27/16 - 1/25/17	\$22.57	\$69.99	\$22.57	
1/26/17 - 2/22/17	\$47.05	\$0.00	\$22.57	
2/23/17 - 3/23/17	\$0.00	\$123.97	\$23.02	
3/24/17 - 4/24/17	\$24.00	\$58.22	\$22.57	
4/25/17 - 5/23/17	\$24.00	\$50.67	\$22.57	
5/24/17 - 6/22/17	\$24.89	\$49.00	\$22.57	
6/23/17 - 7/24/17	\$103.91	\$50.41	\$30.03	
7/25/17 - 8/22/17	\$25.08	\$51.81	\$23.45	
8/23/17 - 9/21/17	\$25.05	\$56.34	\$23.42	
Total	\$367.41	\$713.30	\$280.48	1,361.19

Downtown Muskegon Business Improvement District

2018 Budget Recommendation & Explanation

Date: Nov. 22, 2017

To: Business Improvement District Board

From: Dave Alexander, DMN executive director

Budget Recommendation:

This is a proposed third-year budget for the Downtown Muskegon Business Improvement District. Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.04/sf annual the Downtown Muskegon BID can expect to generate \$179,933 during 2018.

Proposed 2018-2020 BID budgets

2017 BID Estimated Fund Balance	\$25,000
2018 Revenues	\$172,636
2018 Expenditures	
Snow removal	(\$75,000)
Landscaping	(\$30,000)
Marketing, promotion, events	(\$24,000)
Streetscape	(\$13,000)
Administration	(\$25,000)
Contingency	(\$5,636)
Total	(\$172,636)
Estimated Fund Balance Dec. 31, 2018	\$25,000

Budget Note:

The BID Board in 2016 appointed Downtown Muskegon Now as staff and managers of the BID. A Letter of Understanding between the BID and the DMN board was signed, having the budget and general spending categories established by the BID Board and work plans carried out by DMN. The administrative fee of \$25,000 per year was established for 2017.

All unused funds go to cash reserves in fund balance.

Budget Explanation:

Snow removal: The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1st, 2nd, 3rd, 6th & 7th Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2nd and 3rd Streets accessed off of Morris Ave. With plenty of fund balance for snow removal, the BID Board will attempt to expand the snow removal services as the budget allows for 2018 and beyond.

The BID has signed three-year agreements with Summit Landscaping and Snow Removal for downtown parking lots and alleys and with the city DPW for sidewalks. The annual combined cost is \$55,525. That leaves a fund balance of \$19,475 for parking lot/alley salting and limited Sunday sidewalk service for specific events.

Landscaping: The Downtown Muskegon BID in 2017 contracted with city of Muskegon Public Works Department to provide a high level of landscaping service after seeking bids from private contractors. The BID will likely seek a three-year contract to provide these services 2018-2020. Summer Landscaping includes the weeding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planting beds for the winter. The BID board significantly increased the landscaping portion of the budget vs. 2016 with the intention of furthering BID landscaping services to Terrace Avenue, Clay Avenue and Pine Street as funds allow.

Marketing, promotion, events: The BID was used to launch the highly successful First Fridays events in the downtown, 6-8 p.m. family-friendly gatherings that have included a family dance party, two hugely popular street performance events and a "touch the truck" event. Beyond events, the BID is supporting an updated Downtown Muskegon website, a revised downtown email list, a new downtown e-newsletter and an annual tri-fold downtown map/brochure, direct and indirect advertising among other marketing and promotional activities.

Streetscape: This is a broad spending category that allows the BID Board to improve downtown Muskegon through new holiday decorations, public art projects, banners, directional/informational signs, benches, trash receptacles, sidewalk repairs, new planters, public space maintenance such as Olthoff Stage and Alcoa Square and like expenditures.

Administration: Downtown Muskegon Now provided the staff support to design and establish the Downtown Muskegon Improvement District in 2015 and 2016. As promised to the Muskegon City Commission for 2016, there was no BID funds expended for "salaries and benefits" – administrative costs. The BID requires staff time and effort. Going forward DMN needs to be compensated for its time and effort. Thus, administrative line-item in the 2017 budget continues for 2018 and beyond.

Contingency: The 2018 BID budget has \$5,636 in unbudgeted revenues. This contingency fund is in addition to approximately \$25,000 in annual carry-over fund balance.

NOTICE
CITY OF MUSKEGON
DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETINGS
2018

Downtown Business Improvement District Board has tentatively set its meetings for 2017.

Meetings will be January 23, March 27, May 22, July 24, September 25 and November 27, 2018.

The Downtown Business Improvement District meets at 4:00 p.m. in the offices of the Muskegon Lakeshore Chamber of Commerce, 380 W. Western Ave. Suite 202 Muskegon, Mich.

Date: Nov. 28, 2017

AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETINGS OF
THE CITY OF MUSKEGON AND ANY OF ITS COMMITTEES OR
SUBCOMMITTEES

The City of Muskegon will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting with twenty-four (24) hours notice to the City of Muskegon. Individuals with disabilities requiring auxiliary aids or services should contact the City of Muskegon by writing or calling the following:

Ann Marie Meisch, MMC
City Clerk
933 Terrace Street, Muskegon, MI 49440
(231) 724-6705

Nov. 21, 2017

For Immediate Release

Downtown Muskegon Holidays in the City Expands, Nov. 25-Dec. 23

MUSKEGON, MI – It's the biggest Muskegon holiday celebration in years! More than 20 special events, and 20 businesses are coming together for an expanded Holidays in the City 2017. The Downtown Muskegon Business Improvement District has started a new holiday tradition that features retailers, food-drink establishments, holiday museum displays, holiday music, and live sports and entertainment events every weekend from November 25th to December 23rd.

Downtown has so much to offer that it can't all be jammed into the traditional Small Business Saturday after Thanksgiving. This year Holidays in the City – sponsored by the Downtown Muskegon Business Improvement District -- will form a holiday foundation for retailers, food-drink establishments, events and institutions for years to come.

Of course, Holidays in the City will celebrate Small Business Saturday on Nov. 25 but that is just the start of the downtown holiday season. Holidays in the City will continue every Friday, Saturday and Sunday through Saturday Dec. 23. Holidays in the City will encompass traditional Muskegon events along with new offerings from retail businesses, food-drink establishments and entertainment venues.

"The excitement created in Downtown Muskegon by the Western Market chalets this year has been off the charts," said Megan Jones, Downtown Muskegon Now events and promotions director. "The city of Muskegon and the chalet businesses wanted to keep that momentum going, so the Western Market chalets will be open Friday, Saturday and Sunday through Christmas."

Holidays in the City's kick off will be the traditional Community Christmas Tree Lighting in Hackley Park on Saturday Nov. 25 from 5:30-7:30 p.m. Join your friends and neighbors to light the Muskegon Christmas tree with Santa Claus, Mrs. Claus and Mayor Steve Gawron. The Muskegon Catholic Central Theater Department will provide pre-lighting holiday entertainment and post-lighting "Muskegon Children's Choir" Christmas carol sing-a-longs. Bring your children and grandchildren and get them on the Hackley Park stage to join MCC Director Jacqui Robinson in helping us all ring in the holiday season. Free hot chocolate and Christmas cookies will be provided while they last.

Shop: The Western Market will be open Fridays and Saturdays 11 a.m.-3 p.m. and Sundays noon- 3 p.m. through Dec. 23. The market vendors will be selling freshly cut Christmas trees on the volleyball lot behind the chalets. But don't stop shopping there ... try the nearby Century Club Center shops, The Cheese Lady, The Front Porch, Vintage Redefined, Radium photo, Hot Rod Harley-Davidson and the City Hub Cyclery. Midtown features Third Coast Vinyl, Valy Oriental Food & Gifts, Shop SZN and Positiv-I-

Teas. Check out the shops at the L.C. Walker Arena, Hackley & Hume homes, Muskegon Museum of Art and the Lakeshore Museum Center for uniquely Muskegon gifts.

Eat: Can you say craft beer and spirits? Get to Unruly Brewing, the 18th Amendment and Pigeon Hill Brewing, must stops for the adults in the family. Boar's Belly, Curry Kitchen, Lake House, Third Street Grille, Top Shelf Pizza, Hennessy's Irish Pub, Topsy Toad, Racquets, Hamburger Mikey's, Naan Pizza, and U.S. 31 Bar-B-Q provide a wide array of dining options.

Enjoy: There is something fun in virtually every block of Downtown Muskegon this holiday season from Lumberjack's hockey games at the L.C. Walker Arena to the Mona Shores Singing Christmas Tree at the Frauenthal Center, Festival of Trees at the Muskegon Museum of Art, the West Michigan Symphony at the Frauenthal Dec. 15 and the Indoor Muskegon Farmer's Market from 9 a.m.-2 p.m. each Saturday. Santa will be at the Western Markets Nov. 25, Dec. 2 and 16 and Pigeon Hill Brewing on Dec. 9. Additionally, Hackley and Hume Historic Holiday Home Tours are Nov. 25, Muskegon Community College Holiday Concert at the Frauenthal Dec. 9, Catfish and the Man at Hennessy's Pub Dec. 2, Cathie Ryan's Irish folk music at The Block Dec. 16 and a 90s Dance Party at Unruly and the Steve Talaga Jazz Trio at the 18th Amendment both Dec. 23, among other entertainment offerings.

"The expanded Holidays in the City will become a Downtown Muskegon tradition, you can bet on it," Jones said. "Through Christmas, Downtown Muskegon will be the place to Shop, Eat and Enjoy. Come to Downtown Muskegon this holiday season and Watch Us Go."

For more information: Go to the Holidays In The City Muskegon Facebook page and the Downtown Muskegon website at www.downtownmuskegon.org or general Muskegon County visitor information at www.visitmuskegon.org.

Contact: Megan Jones at mjones@downtownmuskegon.org or 231-724-3173.